

ECM AND EMM DISTRIBUTION FOR MULTIMEDIA MULTICAST CONTENT

ABSTRACT

According to one embodiment of the invention, a free preview of a program
5 can be provided to client computers in a multicasting system. This can allow viewers in the
multicasting system to view a first portion of the program before deciding whether to order
the program content. According to another embodiment, various distribution methods can be
accomplished using encryption keys to distribute program content. According to yet another
embodiment, an initial viewing period can be provided to allow negotiation of the encryption
10 keys. According to another embodiment, rules and conditions for providing content in a
multicasting environment can be utilized.

DE 7038216 v1